

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"



Another yarn of
Lucky Wendover;
vigorous article
by John Nelson;
Love plus Golf

August 15



DOMINION LINOLEUM RUGS *for your summer home*

INDOORS or on the porch there is a world of comfort in these soft, durable floor coverings. THEY add a brightening touch without detracting from the much-to-be-desired plan of sun-and-simplicity.

Dominion Linoleum Rugs lie flat on the floor and need no tacking. And how they reduce summertime labor! They are easy to keep clean, for an occasional mopping is all that they require.

Dominion Linoleum Rugs are cool and comfortable and they make an excellent summer surface.

For all year-round service in country or city home, they assure comfort and save hours of hard work.

City Floors in Your Country Home



Dominion Linoleum Rugs are made in Canada by the Dominion Linoleum Company, Ltd., of Brantford, Ontario. They are made of a special linoleum composition, which is a combination of linseed oil, linoleum, and other materials, giving them a soft, durable, and comfortable surface.

DOLLAR FOR DOLLAR

The price of Dodge Brothers Motor Car is a genuine index of its value.

Enabled, by their vast resources, to finance themselves—

Selling directly through dealer to purchaser—
Adding nothing to the price of the car to support a fine service policy—

Concentrating on one chassis for their complete line—

Eliminating the overhead involved in furnishing many body types with special finishes—
Dodge Brothers are actually able to conserve several hundreds of dollars in the manufacture and sale of each car.

This saving is not easily reflected in the price, for it is returned to the product itself, and in this way passed on to the purchaser—a dollar's worth of motor car for every dollar invested.

DODGE BROTHERS MOTOR COMPANY
DETROIT, MICHIGAN
WINDSOR, ONTARIO



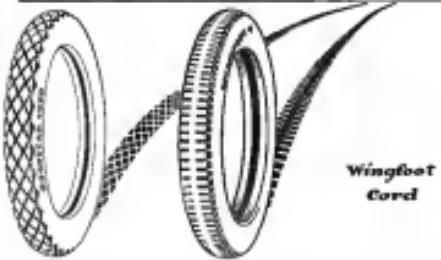
McLean's
July 1915
FD-52



GOOD  **YEAR**
MADE IN CANADA



Selected Dealer



Wingfoot
Card

Goodyear means Good Wear

*There's a Message
For You*



CANADIAN MACHINERY
and MANUFACTURING NEWS

Businessman *Person 11,000 per Year* — 12 hours

The National Paper of the Automobile Industry

Canadian
Automotive Trade

Dealers, Manufacturers and Jobbers you and your salesman should all use the merchandising and selling articles in this issue. This is your business paper—use it to help you give better service to your customers, so more business made more money.

Published Monthly. Subscription Rate 57.00 per Year.

CANADIAN AUTOMOTIVE TRADE
155 University Ave., Toronto, Canada

Toronto, Canada



YOU'LL like it as surely as sunshine and fresh air make you thirsty. It is wholesome—a distinctive blend of choice products from nature. It is pure—prepared with an original art and the most modern sanitation

THE COCA-COLA COMPANY
Tampa-Minneapolis-Winnipeg





A Great 10¢ Value!
Lorraine HAIR NETS

10¢
Each
Double & Single
Mesh

From Lorraine—All Colors
Cap and Fringe

IMAGINE the satisfaction of knowing that your hair looks trim and smart all the time! That is the joy which comes of wearing a Lorraine Hair Net—double mesh when sports and dances are strenuous—single mesh with your lighter and more dressy costumes.

Invincibly strong—naturally styled—and made of human hair, these superior nets become a soft, protecting part of your coiffure. Yet for all their perfection, Lorraine Nets are only 10¢.

Smartly dressed women are never without a supply of Lorraine Hair Nets—because so inexpensive with these perfect nets!

Sold Exclusively at and Guaranteed by F. W. WOOLWORTH CO. Stores

61 FLOOR VARNISH

On table tops, as on floors, the enduring beauty of "61" Floor Varnish shows its utter disdain of wear and water. Use it in the Clear or in any of the beautiful stain colors, wherever the greatest *combined* wear and water resistance is desired.

Pratt & Lambert Varnish Products are used by painters, varnishers by solvers, and sold by paint and hardware dealers
and for Glaze Coat, Sample Paint finished with "61" Floor Varnish, and Name of Paint Dealer.
PRATT & LAMBERT INC., 111 Court Street, Brooklyn, Clear 4-2299

PRATT & LAMBERT
VARNISH PRODUCTS



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Try a Park & John
radio. You will be sur-
prised at the clear
sound in this class-
room receiver.

Exide

MADE IN CANADA
BATTERIES

Care-Free Service

Like the heart in your body, the best battery in a car is the one you are least aware of. The battery you want is the one that will give you care-free service for the longest time.

You will not be disappointed if you expect something more than the ordinary service from an Exide Building battery for mine locomotives, central power stations, industrial trucks, farm tractors, the telephone system, and for every other class of service in which batteries are used, has taught

us how to make a rugged battery for your car.

From separators to filler plugs, each detail of Exide construction is the result of experience gained in every field by the oldest and largest manufacturer of storage batteries in the world.

The Exide is a powerful battery; it will not get out of order unless badly abused, and it will last a very long time. The nearest Exide man has a battery the right size for your car.

EXIDE BATTERIES OF CANADA, LIMITED
133 DUFFERIN STREET, TORONTO
Service stations and dealers everywhere.

*At the entrance to the
Canadian National Exhibition.*





This Season's Sensational Sales-maker

KEEPS pace with demand has been a difficult task since the first appearance of Overland Model 51. The car has been a sales success.

The first impression leading buyers can get is a picture impression of an over-powerful-touring machine. The car is built to be a motor boat on wheels, and it is built to be a motor boat on wheels.

The Overland has a unique and solid Overland Model 51. It is built to be a motor boat on wheels, and it is built to be a motor boat on wheels. The car is built to be a motor boat on wheels, and it is built to be a motor boat on wheels.

W. W. W. Overland Limited

Overland

Model 51
Touring Car
\$710
Sedan \$1085
Coupe \$1085
All prices F.O.B. Toronto
Taxes extra

The Favorite
with Ladies
because there are few
trouble in roads.

OAK CORDS

The Choice of Men
because they don't get
squeezed.

One of the most popular items
ONE TIRE AND
RUBBER CO. LTD.
Montreal, Que.

PATENT MANUFACTURERS - DISTRIBUTORS
Agents in all Major Cities, New York, Boston, Chicago, St. Louis, San Francisco, Seattle, and
Montreal, Quebec, and all Canadian Cities.

Canadian Silver Fox
Breeders Association

Silver Black Foxes Registered in
this Association are Registered in
Canadian National Livestock
Records.

Write for a copy of our
Official Record.

The Canadian Silver Fox
Breeders Association

Saint John, New Brunswick
Canada

The car proved the most popular.

"Overland has been the car that has been having a lot of success and getting a lot of attention," Mr. Morris Woodell, the man in charge of the Overland, said. "The car is a definite success and more than half as many as ever are being sold."

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To be continued in next issue.

Right for Every Car



SUNNYSIDE BEACH, TORONTO

One of the first driving beaches and sunbathing ports in the world, built at an expense of \$100,000, is the right kind of the service, electrical, parking, shopping, Amusement, Cafeteria, restaurants, and amusement districts to satisfy all desires. The Prest-O-Lite Service Station is built to a permanent plan to service and to the drivers. One of many thousands of service stations and miles of parking space is required for motor cars.

MANY thousands of the million and a half people who will attend the Canadian National Exhibition, Toronto, will visit Sunnyside Beach. Here they will see several thousand motor cars parked along the Boulevard and in the car park. The majority of these cars will be Prest-O-Lite equipped. At any similar amusement park in Canada the same proportion of motor cars will have a Prest-O-Lite Storage Battery because Prest-O-Lite is standard equipment on the majority of Canadian built cars. More than 1,000 Prest-O-Lite Service Stations in Canada give satisfactory attention to every Battery need. Buy a car equipped with Prest-O-Lite Storage Battery or get a Prest-O-Lite for your present car and you are sure of efficient service wherever you travel.

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Prest-O-Lite

Storage Battery

—right for every car



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